

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY SANTIAGO

UNCLAS STATE 276783

E.O. 11652:N/A

TAGS: BEXP, CI

SUBJECT: FISA '75

REF: (A) SANTIAGO 7509; (B) SANTIAGO 7588

1. WASHINGTON ACTION STAFF (W.A.S.) FOR CHILE COMMERCIAL ACTION PROGRAM (CAP) IS DISCUSSING EMBASSY'S RECOMMENDATIONS (REF. A) WITH APPROPRIATE AUTHORITIES AT COMMERCE AND STATE.

2. W.A.S. WISHES TO UNDERScore TO EMBASSY SOME OF THE NEGATIVE FACTORS WHICH MUST BE TAKEN INTO ACCOUNT IN EVENTUAL DECISION ON EMBASSY'S RECOMMENDATION:

(A) COMMERCE'S BUDGETARY CONSTRAINTS FOR FY 1976 DICTATE THAT ITS LIMITED RESOURCES BE ALLOCATED TO EXHIBITIONS THAT SEEM LIKELY TO RESULT IN RELATIVELY HIGH COMMERCIAL PAY-OFF.

(B) TYPE IV PARTICIPATION IN THE GUAYAQUIL INTERNATIONAL
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FAIR (SEPT. 26-OCT. 12, 1975) HAS ALREADY BEEN SCHEDULED,

FOR BUSINESS EQUIPMENT AND SYSTEMS, PRINTING AND GRAPHIC ARTS EQUIPMENT, AND OTHER PRODUCT CATEGORIES; U.S. EXPORTERS OF ANY OF THESE PRODUCTS PRESUMABLY WOULD BE UNABLE TO UNDERTAKE EXHIBITIONS ALSO AT FISA '75.

(C) COMMERCE AND STATE CURRENTLY ARE CONSIDERING POSSIBLE

U.S. PARTICIPATION IN NINTH PACIFIC INTERNATIONAL FAIR AT LIMA IN NOVEMBER 1975, WHICH ALSO WOULD CONFLICT WITH FISA '75.

(D) FROM THE VANTAGE POINT OF WASHINGTON, WE ARE NOT AS OPTIMISTIC AS THE EMBASSY REGARDING THE INTEREST OF NEW-TO-MARKET FIRMS VIS-A-VIS CHILE.

3. W.A.S. ON DECEMBER 17 DISCUSSED REF. B, WHICH TO US STRONGLY INDICATES THAT THE "PENT-UP BUYERS' DEMAND" CITED IN REF. A (PARA. 5-A) MAY WELL FAIL TO MATERIALIZE IN EFFECTIVE (REPEAT EFFECTIVE) DEMAND. IF THIS INDICATION IS INCORRECT OR MISLEADING, W.A.S. SUGGESTS THAT EMBASSY PROMPTLY SUBMIT REPORT PROVIDING SUBSTANTIVE JUSTIFICATION FOR A TYPE I/IV PARTICIPATION IN FISA '75 IN TERMS OF THE PROSPECTIVE COMMERCIAL BENEFITS. KISSINGER

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